

# **Simulacrum Concept as a Representation to Virtual Identity in Contemporary Drawing and Painting**

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The interest of social and cultural common issues in the relation to the reproduction of reality have captured most Philosophers, critics and artists. Plato presented the concept of simulacrum by building a metaphysical structure in the relationship between the authentic theforge copies. Plato's concept 'copy of a copy' differentiate the authentic and true identity by down grading forge copies (Alali, 2001). He defines Simulacrum as the mask that covers the truth and authenticity. While Aristotle, Jean Baudrillard, Salvador Dali and Any Warhol on the other hand, have presented the simulacrum concept widely as a subject in their work. Baudrillardput forward the fraud image of visual reality and hyper reality by defining it as the fraud visual reality to represent the virtual world that is presented in the internet and social media (Schweber, L. 1995). This has put the individual identity in a delusional question and constant search of what is real and what is fiction (Qaydom, 2002, 72).

The research addressees the following question; is it possible to benefit from the simulacrum concept to present virtual reality through drawing and painting? Aiming to present an artistic vision by benefiting from the philosophical research of simulacrum concept to represent virtual identity in contemporary drawing and painting.

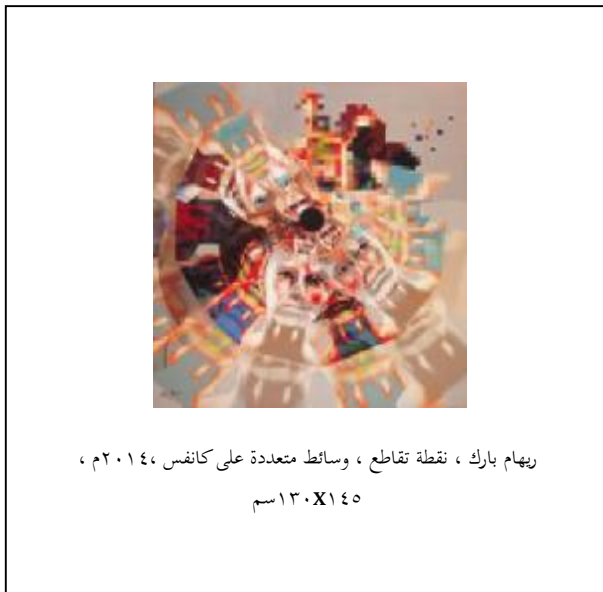
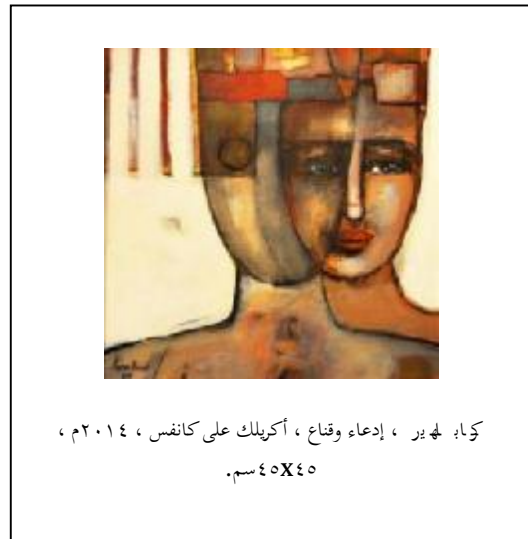
The important of this research is to:

- 1- Enriching Saudi Arabia artistic practice
- 2- Benefiting from digital processes to identify contemporary methods of expressions that present virtual identity.
- 3- Raise awareness in the usage of social media through art practice

## **The research experiment**

The experiment aims to benefit from Plato philosophical concepts of simulacrum to visually present virtual identity. Firstly, through Plato copy of a copy and that simulacrum is the mask that covers the

truth. Secondly by Gilles Deleuze as a repetition that every copy has its own identity and therefore it is a reality in its own. Finally, Baudrillard contemporary reality that is presented in hyper reality



### Research conclusion and recommendation:

- 1-Using digital application to find new contemporary experimental approaches in addressing virtual identity painting
- 2- The possibility of benefiting from the concept of simulacrum to present virtual identity in drawing and painting

- 3-the possibility of addressing simulacrum concept in contemporary drawing and painting
- 4- addressing and discussing the concept of simulacrum gave individual the ability to understand themselves and the others and the contemporary digital society



